

**Grantee Information**

<b>ID</b>	1760
<b>Grantee Name</b>	WILL-TV
<b>City</b>	Urbana
<b>State</b>	IL
<b>Licensee Type</b>	University

**1.1 Statement of Financial Position (Balance Sheet)**Jump to question: **1.1**

	<b>End of Previous FY</b>	<b>End of Current FY</b>
Assets		
Cash and Cash Equivalents	\$ 10,862,610	\$ 8,507,620
All Other Current Assets	\$ 484,469	\$ 79,449
All Non-Current Assets	\$ 8,333,240	\$ 11,388,994
<b>Total Assets</b>	\$ 19,680,319	\$ 19,976,063
Liabilities		
All Current Liabilities	\$ 415,610	\$ 635,798
All Non-Current Liabilities	\$ 3,270,593	\$ 3,207,618
<b>Total Liabilities</b>	\$ 3,686,203	\$ 3,843,416
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 2,403,578	\$ 2,219,235
Other Restricted Net Assets	\$ 103,381	\$ 9,609,638
Unrestricted Net Assets	\$ 13,487,157	\$ 4,303,774
<b>Total Net Assets</b>	\$ 15,994,116	\$ 16,132,647

Balance Formula (TA - (TL+TNA))

\$ \$ **1.1 Statement of Financial Position (Balance Sheet)**Jump to question: [1.1](#)

For Joint Licensee only: In question 1.1, did you report your Balance Sheet positions as a combined entity or TV operations only?

Joint Licensee: Reported  
Combined Entity**1.2 Audited Financial Statements Filing Status (for Joint Licensees Only)**Jump to question: [1.2](#)

Licensee Type (For Joint Licensees Only) Joint Licensee Reporting Combined

Comments

**Question****Comment**

No Comments for this section

**2.1 Total Station Revenue**Jump to question: [2.1](#)

	<b>Total (\$)</b>
Passive Revenue	
Royalties	\$ <input type="text" value="1,076"/>
Copyright Tribunal Distributions	\$ <input type="text" value="0"/>
Gains on Sale of Assets - Property and Equipment	\$ <input type="text" value="0"/>
Interest and Dividends: Non-Endowment	\$ <input type="text" value="0"/>
Interest and Dividends: Endowment	\$ <input type="text" value="0"/>
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ <input type="text" value="0"/>
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ <input type="text" value="-285,991"/>
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ <input type="text" value="0"/>
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ <input type="text" value="47,473"/>
<b>Total Passive Revenue</b>	\$ <input type="text" value="-237,442"/>
Non-Passive Revenue	
CPB CSG	\$ <input type="text" value="957,321"/>
Membership (Contributions < \$1,000)	\$ <input type="text" value="979,861"/>
Major Giving (Contributions >= \$1,000)	\$ <input type="text" value="276,087"/>
Planned Giving (Realized)	\$ <input type="text" value="747,635"/>
Capital	\$ <input type="text" value="82,069"/>

Endowment	\$	<input type="text" value="477,036"/>
Grant Solicitation (Competitive)	\$	<input type="text" value="21,659"/>
Production Underwriting	\$	<input type="text" value="69,631"/>
Spot/Run of Schedule Underwriting	\$	<input type="text" value="0"/>
All Other Underwriting	\$	<input type="text"/>
Contract Production & Services	\$	<input type="text" value="0"/>
Content Distribution Activities	\$	<input type="text" value="54,419"/>
Program Guide	\$	<input type="text"/>
Auction	\$	<input type="text" value="0"/>
Subsidiaries	\$	<input type="text" value="0"/>
State Government Appropriation (Unrestricted)	\$	<input type="text" value="121,219"/>
All Other	\$	<input type="text" value="2,218,550"/>
<b>Total Non-Passive Revenue</b>	\$	<input type="text" value="6,005,487"/>
<b>Total Station Revenue</b>	\$	<input type="text" value="5,768,045"/>

**2.2 Revenue Sources and Type**

Jump to question: [2.2](#)

	Trade/In-Kind Revenue	Indirect Support including Occupancy	Capital	Endowment	All Other Revenue	Total
Federal Government (Non-CPB)	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="2,370"/>	\$ <input type="text" value="2,370"/>
State Government	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="121,219"/>	\$ <input type="text" value="121,219"/>
Local and All Other Government	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>
CPB	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="957,321"/>	\$ <input type="text" value="957,321"/>
PBS	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="9,152"/>	\$ <input type="text" value="9,152"/>
NPR	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>
Public Broadcasting Stations	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>

Individuals	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="2,106,132"/>	\$ <input type="text" value="2,106,132"/>
Businesses (For Profit Entities)	\$ <input type="text" value="304,579"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="54,731"/>	\$ <input type="text" value="359,310"/>
Foundations (Not For Profit Entities)	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="10,137"/>	\$ <input type="text" value="10,137"/>
State and State Supported Colleges and Universities	\$ <input type="text"/>	\$ <input type="text" value="847,888"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="945,399"/>	\$ <input type="text" value="1,793,287"/>
Private Colleges and Universities	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>
All Other Sources	\$ <input type="text"/>	<input type="text" value="-----"/>	\$ <input type="text"/>	\$ <input type="text" value="238,518"/>	\$ <input type="text" value="170,599"/>	\$ <input type="text" value="409,117"/>
<b>Total Station Revenue</b>	\$ <input type="text" value="304,579"/>	\$ <input type="text" value="847,888"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="238,518"/>	\$ <input type="text" value="4,377,060"/>	\$ <input type="text" value="5,768,045"/>

Comments

Question	Comment
All Other	Includes FWS, Indirect, Inkind and University funding.
Total Passive Revenue	We took a loss on the market values of our endowments for FY15
All Other Revenue from: Federal Government (Non-CPB)	Federal Work Study
All Other Revenue from: State Government	Award from Illinois Arts Council
All Other Revenue from: PBS	We received an award from PBS. A majority of that award was spent in FY14
All Other Revenue from: All Other Sources	\$120,683 in interest, and \$49,915 in small misc income.
All Other Revenue from: Individuals	includes a large private gift of \$829,704

**3.1 Station Expenses (Excluding Depreciation)**

Jump to question: [3.1](#)

	Full Time Equivalents (FTEs)	Salary	Bonus/ Incentive Comp.	Benefits & Accruals	Direct, Indirect & In-Kind Expenses	Total Expenses
Corporate						

## Management &amp; Support

General Management (CEO, COO, General Counsel, etc. - Do Not Allocate any time from these individuals)	1.10	\$ 97,968	\$ 0	\$ 20,358	-----	\$ 118,326
Finance and HR	1.10	\$ 67,883	\$ 0	\$ 24,122	-----	\$ 92,005
Administrative Support	1.10	\$ 47,124	\$ 0	\$ 15,862	-----	\$ 62,986
<b>Total Corporate Management &amp; Support</b>	<b>3.30</b>	<b>\$ 212,975</b>	<b>\$ 0</b>	<b>\$ 60,342</b>	<b>\$ 1,040,311</b>	<b>\$ 1,313,628</b>

## Development

Membership - Pledge/On-Air	0.23	\$ 12,074	\$ 0	\$ 4,119	\$ 233,958	\$ 250,151
Membership - Direct Mail	0.17	\$ 9,056	\$ 0	\$ 3,089	\$ 8,534	\$ 20,679
Membership - Telemarketing	0.03	\$ 1,509	\$ 0	\$ 514	\$	\$ 2,023
Membership - Web/Online Fundraising	0.03	\$ 1,509	\$ 0	\$ 514	\$	\$ 2,023
Membership - All Other	2.13	\$ 88,444	\$ 0	\$ 33,105	\$ 191,064	\$ 312,613
Major Giving	0.46	\$ 36,224	\$ 0	\$ 13,853	\$ 5,653	\$ 55,730
Planned Giving	0.06	\$ 4,528	\$ 0	\$ 1,731	\$ 0	\$ 6,259
Capital Campaigns	0.06	\$ 4,528	\$ 0	\$ 1,731	\$	\$ 6,259
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Grant Solicitation (Competitive)		\$ 0	\$ 0	\$ 0	\$	\$ 0
<b>Total Development</b>	<b>3.17</b>	<b>\$ 157,872</b>	<b>\$ 0</b>	<b>\$ 58,656</b>	<b>\$ 439,209</b>	<b>\$ 655,737</b>

## Auction

Auction		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
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## Underwriting

National Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Local Production Underwriting	0.11	\$ 5,884	\$ 0	\$ 2,247	-----	\$ 8,131

Spot/Run of Schedule Underwriting	0.54	\$ 31,968	\$ 0	\$ 11,434	-----	\$ 43,402
Educational Services Underwriting	0.07	\$ 3,923	\$ 0	\$ 1,498	-----	\$ 5,421
Community Engagement Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Special Event & Other Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
<b>Total Underwriting</b>	<b>0.72</b>	<b>\$ 41,775</b>	<b>\$ 0</b>	<b>\$ 15,179</b>	<b>\$ 76,887</b>	<b>\$ 133,841</b>
Programming						
Program Acquisition	0.55	\$ 31,023	\$ 0	\$ 11,798	\$ 1,032,941	\$ 1,075,762
Program Scheduling	2.20	\$ 56,331	\$ 0	\$ 21,426	\$ 664	\$ 78,421
<b>Total Programming</b>	<b>2.75</b>	<b>\$ 87,354</b>	<b>\$ 0</b>	<b>\$ 33,224</b>	<b>\$ 1,033,605</b>	<b>\$ 1,154,183</b>
Production						
National Broadcast Production	1.00	\$ 38,152	\$ 0	\$ 2,631	\$ 0	\$ 40,783
Local Broadcast Production	1.75	\$ 137,712	\$ 0	\$ 37,924	\$ 12,600	\$ 188,236
Contract Production & Services	0.25	\$ 14,410	\$ 0	\$ 5,485		\$ 19,895
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0	\$ 0	\$ 0	\$ 0	\$ 59,364	\$ 59,364
<b>Total Production</b>	<b>3.00</b>	<b>\$ 190,274</b>	<b>\$ 0</b>	<b>\$ 46,040</b>	<b>\$ 71,964</b>	<b>\$ 308,278</b>
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	0.17	\$ 12,116	\$ 0	\$ 3,993	-----	\$ 16,109
Operations (Master Control)	0.22	\$ 17,679	\$ 0	\$ 6,012	-----	\$ 23,691
Technical Maintenance	0.71	\$ 48,061	\$ 0	\$ 17,398	-----	\$ 65,459
Production Support	0.55	\$ 32,453	\$ 0	\$ 12,354	-----	\$ 44,807
Information Technology	1.79	\$ 91,487	\$ 0	\$ 15,302	-----	\$ 106,789
<b>Total CD&amp;D</b>	<b>3.44</b>	<b>\$ 201,796</b>	<b>\$ 0</b>	<b>\$ 55,059</b>	<b>\$ 445,095</b>	<b>\$ 701,950</b>

Educational Services and Community Engagement

Educational Services	<input type="text" value="0.55"/>	\$ <input type="text" value="11,038"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="3,641"/>	\$ <input type="text" value="640"/>	\$ <input type="text" value="15,319"/>
Community Engagement	<input type="text" value="1.11"/>	\$ <input type="text" value="52,903"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="14,210"/>	\$ <input type="text" value="6,090"/>	\$ <input type="text" value="73,203"/>
<b>Total Educational Services and Community Engagement</b>	<input type="text" value="1.66"/>	\$ <input type="text" value="63,941"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="17,851"/>	\$ <input type="text" value="6,730"/>	\$ <input type="text" value="88,522"/>

Marketing/ CRM

Marketing, PR & Communications	<input type="text" value="1.51"/>	\$ <input type="text" value="101,734"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="30,864"/>	\$ <input type="text" value="18,289"/>	\$ <input type="text" value="150,887"/>
Program Guide	<input type="text" value="0.41"/>	\$ <input type="text" value="21,809"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="7,974"/>	\$ <input type="text" value="33,546"/>	\$ <input type="text" value="63,329"/>
Viewer & Member Services	<input type="text" value="0.01"/>	\$ <input type="text" value="358"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="136"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="494"/>
Special Events	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
<b>Total Customer/Relationship Management</b>	<input type="text" value="1.93"/>	\$ <input type="text" value="123,901"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="38,974"/>	\$ <input type="text" value="51,835"/>	\$ <input type="text" value="214,710"/>

Other Activities & Services

Other Activities & Services	<input type="text" value="0.01"/>	\$ <input type="text" value="6,687"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="518"/>	\$ <input type="text" value="5,404"/>	\$ <input type="text" value="12,609"/>
<b>Total Station Expenses (Excluding Depreciation)</b>	<input type="text" value="19.98"/>	\$ <input type="text" value="1,086,575"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="325,843"/>	\$ <input type="text" value="3,171,040"/>	\$ <input type="text" value="4,583,458"/>

**3.2 Other Activities & Services**

Jump to question: [3.2](#)

Please Describe Other Activities & Services  
(Required if this expense category is utilized in Station Expenses)

Salary is for hourly position that tracks equipment at other assets for IPM

**3.3 Student/Intern Personnel (Detailed Break-out from station FTEs)**

Jump to question: [3.3](#)

**Full Time  
Equivalents (FTEs)**

Corporate Management & Support

Development

Auction	<input type="text"/>
Underwriting	<input type="text"/>
Programming	<input type="text"/>
Production	<input type="text"/>
CD&D	<input type="text"/>
Educational Services	<input type="text"/>
Community Engagement	<input type="text"/>
Customer/Relationship Management	<input type="text"/>
Other Activities & Services	<input type="text"/>
<b>Total Student/Intern FTEs</b>	<input type="text"/>

**3.4 In-Kind Expense Detail**

Jump to question: [3.4](#)

	<b>In-Kind Expenses \$</b>
Corporate Management & Support	\$ <input type="text" value="0"/>
Development	\$ <input type="text" value="225,254"/>
Auction	\$ <input type="text"/>
Underwriting	\$ <input type="text" value="73,920"/>
Programming	\$ <input type="text" value="0"/>
Production	\$ <input type="text"/>
CD&D	\$ <input type="text"/>
Educational Services	\$ <input type="text"/>
Community Engagement	\$ <input type="text"/>
Customer/Relationship Management	\$ <input type="text"/>
Other Activities & Services	\$ <input type="text" value="5,404"/>
<b>Total Station In-Kind Expenses</b>	\$ <input type="text" value="304,578"/>

**3.5 Indirect Support Expense Detail**

Jump to question: [3.5](#)

	<b>Indirect Expenses \$</b>
Indirect Support - Occupancy	\$ <input type="text"/>



Indirect Support - Analog Transmitter Power	\$ <input type="text"/>
Indirect Support - Digital Transmitter Power	\$ <input type="text" value="0"/>
Indirect Support - All Other Expenses	\$ <input type="text" value="847,888"/>
<b>Total Station Indirect Support</b>	\$ <input type="text" value="847,888"/>
<b>Total Station In-Kind Plus Indirect (Including Occupancy) Expenses</b>	\$ <input type="text" value="1,152,466"/>

**3.6 Capital Expenses and Related Items**

Jump to question: [3.6](#)

	<b>Capital Expenses (\$)</b>	<b>Depreciation/ Amortization (\$)</b>	<b>(\$) Funded Depreciation</b>
Land and Buildings	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Administrative and General Office Equipment	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Production Equipment	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
CD&D and IT Equipment	\$ <input type="text"/>	\$ <input type="text" value="106,324"/>	\$ <input type="text"/>
Production Content (Capitalization and Amortization of Shows/Content)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Other Capital Expenditures	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
<b>Total</b>	\$ <input type="text" value="0"/>	\$ <input type="text" value="106,324"/>	\$ <input type="text" value="0"/>
<b>Total Station Expenses (Including Depreciation)</b>	<input type="text" value="-----"/>	\$ <input type="text" value="4,689,782"/>	<input type="text" value="-----"/>

Comments

<b>Question</b>	<b>Comment</b>
Benefits & Accruals: Total Station	Two things had a great effect on our financials: change in administration and a number of open positions were not filled.
Total Operating Expenses: Total Educational Services and Community Outreach	A position in Engagement was not filled in FY15 which explains the change over the previous FY.
Total Operating Expenses: Total Production	Due to changes in management, the investments in Production were down significantly from the previous year.
In Kind: Other Activities & Services	Other Activities includes a GASB credit.

**4.1 Corporate Management & Support Expense Detail**

Jump to question: [4.1](#)

**Direct, Indirect & In-Kind Expenses (\$)**

Do Not Allocate These Expenses to Other Functional Areas	
Rent/Lease/Mortgage (excluding tower lease payments)	\$ <input type="text"/>

Telecommunications and Utilities (excluding Transmitter Power)	\$ <input type="text" value="48,072"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Legal Fees	\$ <input type="text" value="1,160"/>
Accounting/Payroll Fees	\$ <input type="text" value="4,131"/>
Governance and Advisory Board Expenses	\$ <input type="text"/>
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ <input type="text" value="5,910"/>
Facilities Maintenance	\$ <input type="text" value="0"/>
Professional Development/Training (For All Staff)	\$ <input type="text" value="18,842"/>
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ <input type="text" value="847,888"/>
Interest Expense	\$ <input type="text"/>
All Other Corporate Management & Support	\$ <input type="text" value="114,308"/>
<b>Total Corporate Management &amp; Support</b>	\$ <input type="text" value="1,040,311"/>

**4.2 Station Volunteers**Jump to question: [4.2](#)**# of Volunteer event days**

Report the total number of volunteer event days that benefited your station during the fiscal year?

## Comments

**Question** **Comment**

No Comments for this section

**5.1 Membership Revenue (<\$1,000)**Jump to question: [5.1](#)

	<b>New (\$)</b>	<b>Renewal (\$)</b>	<b>Re-join (\$)</b>	<b>Add-Gift (\$)</b>	<b>Total</b>
Pledge/On Air	\$ <input type="text" value="66,091"/>	\$ <input type="text" value="110,557"/>	\$ <input type="text" value="49,910"/>	\$ <input type="text" value="43,499"/>	\$ <input type="text" value="270,057"/>
Direct Mail	\$ <input type="text" value="7,873"/>	\$ <input type="text" value="313,091"/>	\$ <input type="text" value="42,880"/>	\$ <input type="text" value="96,861"/>	\$ <input type="text" value="460,705"/>
Telemarketing	\$ <input type="text" value="225"/>	\$ <input type="text" value="31,651"/>	\$ <input type="text" value="11,665"/>	\$ <input type="text" value="9,285"/>	\$ <input type="text" value="52,826"/>
Web/Online	\$ <input type="text" value="4,867"/>	\$ <input type="text" value="33,789"/>	\$ <input type="text" value="6,769"/>	\$ <input type="text" value="4,752"/>	\$ <input type="text" value="50,177"/>
Other Membership Programs	\$ <input type="text" value="5,114"/>	\$ <input type="text" value="102,589"/>	\$ <input type="text" value="10,399"/>	\$ <input type="text" value="27,994"/>	\$ <input type="text" value="146,096"/>
<b>Total</b>	\$ <input type="text" value="84,170"/>	\$ <input type="text" value="591,677"/>	\$ <input type="text" value="121,623"/>	\$ <input type="text" value="182,391"/>	\$ <input type="text" value="979,861"/>

**5.2 Membership - # of Donors (<\$1,000)**Jump to question: [5.2](#)

	<b>New (#)</b>	<b>Renewal (#)</b>	<b>Re-join (#)</b>	<b>Total</b>	<b>Add-Gift ((#))</b>
Pledge/On Air	573	922	405	1,900	402
Direct Mail	332	4,434	903	5,669	1,677
Telemarketing	7	766	252	1,025	250
Web/Online	59	362	84	505	74
Other Membership Programs	59	828	131	1,018	357
<b>Total</b>	<b>1,030</b>	<b>7,312</b>	<b>1,775</b>	<b>10,117</b>	<b>2,760</b>

**5.3 Cumulative Annual Gifts (Membership and Major Giving)**Jump to question: [5.3](#)

	<b>Number of Donors (#)</b>	<b>Number of Gifts (#)</b>	<b>Amount of Gifts (\$)</b>
\$1 to \$999	10,117	12,877	\$ 979,861
\$1,000 to \$9,999	200	342	\$ 244,565
\$10,000 and above	2	9	\$ 31,522
<b>Total</b>	<b>10,319</b>	<b>13,228</b>	<b>\$ 1,255,948</b>

**5.4 Gift Type Detail**Jump to question: [5.4](#)

	<b>Total</b>
Matching Gifts (\$ Amount)	\$ 10,814
Sustainer Gifts (# of Donors)	1,452

**5.5 Planned Giving Revenue Detail**Jump to question: [5.5](#)

	<b>Realized in FY (#)</b>	<b>Realized in FY (\$)</b>
Total amount of Planned Giving	1	\$ 747,635
<b>Total</b>	<b>1</b>	<b>\$ 747,635</b>

**5.6 Endowment Fund Detail**Jump to question: [5.6](#)

	<b>Endowment Fund (\$)</b>
Value of Fund at start of Fiscal Year?	\$ 7,164,259
New Endowment Contributions	\$ 477,036
Realized Investment Gains	\$ -285,991
Unrealized Investment Gains (Losses)	\$ 47,473

Discretionary spending from the Endowment Fund	\$ <input type="text"/>
Discretionary additions to the Endowment Fund	\$ <input type="text"/>
Value of Fund at end of Fiscal Year?	\$ <input type="text" value="7,402,777"/>
Value of pledged gifts not yet received?	\$ <input type="text"/>

**5.7 Development Expenses**

Jump to question: [5.7](#)

**Direct & In-Kind Expenses (\$)**

Premiums' Total	\$ <input type="text" value="107,801"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="25,801"/>
Other Expenses	\$ <input type="text" value="305,607"/>
<b>Total</b>	\$ <input type="text" value="439,209"/>

**5.8 Pledge Appeal Minutes**

Jump to question: [5.8](#)

**# of Minutes**

Live	<input type="text" value="4,771.00"/>
Virtuals/Pledge Events	<input type="text" value="7,988.00"/>
Pre-Taped Local Breaks	<input type="text" value="169.00"/>
Air-Checks	<input type="text"/>
<b>Total</b>	<input type="text" value="12,928.00"/>
# of total Pledge Appeal Minutes between 11PM and 6AM?	<input type="text" value="2,580.00"/>

Comments

Question	Comment
Planned Giving Realized in Fiscal Year (#): Other Planned Gifts	Belford
Planned Giving Realized in Fiscal Year (\$): Other Planned Gifts	55% (TV percentage) x \$1,359,336.60 - Belford

**6.1 Underwriting Revenue Detail**

Jump to question: [6.1](#)

**Revenue (\$)**

National Production Underwriting	\$ <input type="text" value="54,731"/>
Local Production Underwriting	\$ <input type="text" value="14,900"/>

Spot/Run of Schedule Underwriting	\$	<input type="text" value="0"/>
Educational Services Underwriting	\$	<input type="text"/>
Community Engagement Underwriting	\$	<input type="text"/>
Special Events/Other Underwriting	\$	<input type="text"/>
<b>Total</b>	\$	<input type="text" value="69,631"/>

**6.2 Production Underwriter Detail (National and Local Production Underwriting)**Jump to question: [6.2](#)

	<b>Total # of Underwriters</b>	<b>Revenue (\$)</b>
Individuals	<input type="text" value="2"/>	\$ <input type="text" value="14,900"/>
Businesses (For Profit Entities)	<input type="text" value="15"/>	\$ <input type="text" value="54,731"/>
Foundations (Not For Profit Entities)	<input type="text"/>	\$ <input type="text"/>
Government (Federal, State and Local and Other Gov't)	<input type="text"/>	\$ <input type="text"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text"/>	\$ <input type="text"/>
<b>Total</b>	<input type="text" value="17"/>	\$ <input type="text" value="69,631"/>

**6.3 Spot/Run of Schedule Underwriter Detail**Jump to question: [6.3](#)

	<b>Total # of Underwriters</b>	<b>Revenue (\$)</b>
Individuals	<input type="text"/>	\$ <input type="text"/>
Businesses (For Profit Entities)	<input type="text"/>	\$ <input type="text"/>
Foundations (Not For Profit Entities)	<input type="text"/>	\$ <input type="text"/>
Government (Federal, State and Local and Other Gov't)	<input type="text"/>	\$ <input type="text"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text"/>	\$ <input type="text"/>
<b>Total</b>	<input type="text" value="0"/>	\$ <input type="text" value="0"/>

**6.4 Underwriting Detail - Expenses**Jump to question: [6.4](#)

	<b>Direct &amp; In-Kind Expenses (\$)</b>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Other Expenses	\$ <input type="text" value="76,887"/>
<b>Total</b>	\$ <input type="text" value="76,887"/>

**6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate**

Jump to question: [6.5](#)

**Amount**

Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?

Underwriter Renewal Rate? (%)

Comments

<b>Question</b>	<b>Comment</b>
Total Production Underwriting Revenue (\$): Individuals	Dougherty = \$5,000 Miller = \$9,900
Total # of Production Underwriters: Individuals	Miller, Dougherty

**7.1 Auction Detail - Revenue**

Jump to question: [7.1](#)

**Gross Realized Revenue (\$)**

Auction Total

\$

**Total**

\$

**7.2 Auction Detail - Expenses**

Jump to question: [7.2](#)

**Direct & In-Kind Expenses (\$)**

Cost of purchased items to auction

\$

Consulting, Contracted & Outsourced Personnel and Services Fees

\$

Other Expenses

\$

**Total**

\$

**7.3 Number of Auctions**

Jump to question: [7.3](#)

**Number of Auctions**

**Number of Auction Days per Year**

TV broadcast auction (may include an online component)



Online only auction



**Total**



Comments

<b>Question</b>	<b>Comment</b>
No Comments for this section	

**8.1 Program Acquisition Expenses**

Jump to question: [8.1](#)

<b>Direct &amp; In-Kind Expenses (\$)</b>	<b># of Hours of Programming Aired on Main Broadcast Channel</b>	<b># of Hours of Programming Aired on</b>
---	--	---

		(1 Stream)	All Other Broadcast Channels
PBS Programs - NPS	-----	5,597.00	4,173.00
PBS Programs - PFP	-----	239.00	39.00
PBS Programs - PBS Plus & Other	-----	627.00	1,415.00
PBS Programs - Total	\$ 939,442	6,463.00	5,627.00
NETA	\$ 4,140	315.00	1,704.00
BBC	\$ 23,980	244.00	
APT	\$ 50,270	636.00	7,017.00
Movie Packages (Other Distributors)	\$ 0		
All Other Program Acquisitions (Other Distributors)	\$ 15,109	1,043.00	3,117.00
Local Productions	-----	59.00	55.00
<b>Total</b>	\$ 1,032,941	8,760.00	17,520.00

**8.2 Program Acquisition & Scheduling Expenses**

Jump to question: [8.2](#)

	Direct & In-Kind Expenses (\$)
Program Acquisitions	\$ 1,032,941
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 0
Other Expenses	\$ 664
<b>Total</b>	\$ 1,033,605

**8.3 PBS Program Differentiation**

Jump to question: [8.3](#)

Are you a PBS PDP Station? No

**8.4 Ratings Data and Market Data**

Jump to question: [8.4](#)

**2014**

Total Area Population Households (#)	410,000
Estimated Total Commercial TV Ad Revenue (\$)	44,100,000

Comments

**Question** **Comment**

Question	Comment
Nielsen Prime-Time Average Quarter Hour Households	NielsonDataPrepopulated 44025
Nielsen Full Day Average Cumulative Households: Weekly (#)	NielsonDataPrepopulated 44030
Nielsen Full Day Average Cumulative Households: Daily (#)	NielsonDataPrepopulated 44035
Total Area Population Households (#)	NielsonDataPrepopulated 44045
Estimated Total Commercial TV Ad Revenue (\$)	NielsonDataPrepopulated 44050

**9.1 Content Production Expenses (Direct & In-Kind Expenses)**

Jump to question: [9.1](#)

	National Broadcast Production	Local Broadcast Production	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
Contracted Personnel (including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Other Expenses	\$ <input type="text"/>	\$ 12,600	\$ 59,364
<b>Total Production Services Expenses</b>	\$ <input type="text" value="0"/>	\$ 12,600	\$ 59,364

**9.2 Content Production Intended for Station use (by type)**

Jump to question: [9.2](#)

	# of Hours of National Broadcast Production	# of Hours of Local Broadcast Production	# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
State/local government or election coverage	<input type="text"/>	<input type="text"/>	<input type="text"/>
Informational call-in broadcast	<input type="text"/>	26.00	<input type="text"/>
News	<input type="text"/>	<input type="text"/>	<input type="text"/>
Public Affairs	<input type="text"/>	7.00	<input type="text"/>
Arts and Culture	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sports Programming	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pledge Programs, Pledge Breaks & Auction	<input type="text"/>	<input type="text"/>	<input type="text"/>
Educational	<input type="text"/>	<input type="text"/>	<input type="text"/>
All Other Productions	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Total Number of Hours</b>	<input type="text"/>	33.00	<input type="text"/>
Total Hours using Closed-Captioning	<input type="text"/>	33.00	<input type="text"/>



Total Hours using the SAP Channel

Comments

**Question****Comment**

No Comments for this section

**10.1 Revenue Generated by Content Distribution & Delivery Activities**Jump to question: [10.1](#)

	<b>Revenue (\$)</b>
Tower Lease	\$ <input type="text" value="37,249"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Facility/Equipment Rental	\$ <input type="text" value="10,758"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	\$ <input type="text" value="6,412"/>
<b>Total</b>	<b>\$ <input type="text" value="54,419"/></b>

**10.2 Content Distribution & Delivery Expenses**Jump to question: [10.2](#)

	<b>Direct, Indirect &amp; In-Kind Expenses (\$)</b>
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$ <input type="text"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="206,153"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="46,951"/>
STL Fees	\$ <input type="text"/>
Tower Rent/Lease/Mortgage	\$ <input type="text"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="181,321"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Digital Transmitter Power (Direct Expense)	\$ <input type="text"/>
Analog Transmitter Power (Direct Expense)	\$ <input type="text"/>

Indirect Support - Analog and Digital Transmitter Power	\$	<input type="text" value="0"/>
Interconnection Expenses	\$	<input type="text"/>
Other Expenses	\$	<input type="text" value="10,670"/>
<b>Total</b>	\$	<input type="text" value="445,095"/>

**10.3 Broadcast Capacity**

Jump to question: [10.3](#)

	<b># Operated</b>	<b>Average # of Hours per Day Operated</b>
UHF Transmitters - Digital	<input type="text"/>	<input type="text"/>
VHF Transmitters - Digital	<input type="text" value="1"/>	<input type="text" value="24.00"/>
Translators/Low Power Transmitters - Analog(Boosters)	<input type="text"/>	<input type="text"/>
Translators/Low Power Transmitters - Digital(Boosters)	<input type="text"/>	<input type="text"/>
ITFS Channels	<input type="text"/>	<input type="text"/>

**10.4 Master Control Facilities**

Jump to question: [10.4](#)

	<b>Number</b>	<b>Hours per Day</b>
Master Control Facilities - # Operated	<input type="text" value="0"/>	<input type="text" value="-----"/>
Master Control Facilities - Total Hours/Day	<input type="text" value="-----"/>	<input type="text"/>
Master Control Facilities - Staffed Hours/Day	<input type="text" value="-----"/>	<input type="text"/>

**10.5 DTV Expenditures**

Jump to question: [10.5](#)

	<b>Amount (\$)</b>
Capital Expenditures for DTV Production Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Tower Related Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Master Control Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Transmission Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Other Equipment	\$ <input type="text"/>
Non-Capital, Non-Personnel Expenses for DTV	\$ <input type="text"/>
<b>Total</b>	\$ <input type="text" value="0"/>

**10.6 DTV Expenditures - Cumulative**

Jump to question: [10.6](#)

**Amount (\$)**

How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?

\$

How much does your station plan to spend to complete the digital conversion?

\$

#### Comments

##### Question

##### Comment

No Comments for this section

### 11.1 Educational Services Revenue

Jump to question: [11.1](#)

#### Revenue (\$)

Federal Grants

\$

State Government Grants

\$

Fee-For-Service or Entrepreneurial Services

\$

Underwriting for Educational Services

\$

Other Revenue Generated by Educational Services

\$

**Total**

\$

### 11.2 Educational Services Expenses

Jump to question: [11.2](#)

#### Direct & In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees

\$

Other Expenses

\$

**Total**

\$

### 11.3 Educational Content Detail

Jump to question: [11.3](#)

#### Direct & In-Kind Expenses (\$)

Create Local Educational Content for Broadcast

\$

Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)

\$

Create National Educational Content for Broadcast

\$

Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)

\$

Program Acquisition

\$

**Total**

\$

### 11.4 Educational Content Delivery

Jump to question: [11.4](#)

	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)
PBS Kids	2,655.00		
K-12 Instructional TV			
GED, Workplace Essential Skills and Adult Literacy on TV - English			
GED, Workplace Essential Skills and Adult Literacy on TV - Other than English			
Annenberg Teacher Channel			
Other			
<b>Total</b>	2,655.00		

**11.5 Educational Workshops**

Jump to question: [11.5](#)

	# of Workshops	Total # of Attendees
Ready to Learn	4	24
Other Pre-K Teacher Professional Development/Training	4	50
Other K-12 Teacher Professional Development/Training	2	60
Other Pre-service Teacher Professional Development/Training	0	0
Other College/University Faculty Professional Development/Training	0	0
Other Professional Development/Training	2	40
<b>Total</b>	12	174

Comments

**Question** **Comment**

No Comments for this section

**12.1 Community Engagement Revenue**

Jump to question: [12.1](#)

	Revenue (\$)
Grants (Competitive)	\$
Fee-For-Service or Entrepreneurial	\$
Underwriting of Outreach Events	\$

Other Revenue Generated by Community Engagement \$

**Total** \$

**12.2 Community Engagement Expenses**

Jump to question: [12.2](#)

**Direct & In-Kind Expenses (\$)**

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

**Total** \$

Comments

**Question** **Comment**

No Comments for this section

**13.1 FTE's: Combined TV and Radio for Joint Licensees (Can be Generated from the FTE Workbook)**

Jump to question: [13.1](#)

	<b>TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)</b>	<b>TV Only (100% Dedicated)</b>	<b>Joint TV and Radio: Amount Allocated to TV</b>	<b>Joint TV and Radio: Amount Allocated to Radio</b>	<b>Radio Only (100% Dedicated)</b>	<b>Total</b>
Corporate Management & Support	<input type="text" value="3.30"/>	<input type="text" value="0"/>	<input type="text" value="3.3"/>	<input type="text" value="2.7"/>	<input type="text" value="0"/>	<input type="text"/>
Development	<input type="text" value="3.17"/>	<input type="text" value="0"/>	<input type="text" value="3.1625"/>	<input type="text" value="2.3375"/>	<input type="text" value="0"/>	<input type="text"/>
Auction	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text"/>
Underwriting	<input type="text" value="0.72"/>	<input type="text" value="0"/>	<input type="text" value="0.72"/>	<input type="text" value="1.28"/>	<input type="text" value="0"/>	<input type="text"/>
Programming	<input type="text" value="2.75"/>	<input type="text" value="0"/>	<input type="text" value="2.75"/>	<input type="text" value="2.25"/>	<input type="text" value="0"/>	<input type="text"/>
Production	<input type="text" value="3.00"/>	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text"/>
CD&D	<input type="text" value="3.44"/>	<input type="text" value="0"/>	<input type="text" value="3.4375"/>	<input type="text" value="2.8125"/>	<input type="text" value="0"/>	<input type="text"/>
Educational Services and Community Engagement	<input type="text" value="1.66"/>	<input type="text" value="0"/>	<input type="text" value="1.66"/>	<input type="text" value="1.34"/>	<input type="text" value="0"/>	<input type="text"/>
Customer/Relationship Management	<input type="text" value="1.93"/>	<input type="text" value="0"/>	<input type="text" value="1.925"/>	<input type="text" value="1.575"/>	<input type="text" value="0"/>	<input type="text"/>
Other Activities & Services	<input type="text" value="0.01"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text"/>
<b>Total Station FTEs</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**13.2 Combined Personnel Expenses for Joint Licensees (Can be Generated from the FTE Workbook)**

Jump to question: [13.2](#)

	<b>TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)</b>	<b>TV Only (100% Dedicated)</b>	<b>Joint TV and Radio: Amount Allocated to TV</b>	<b>Joint TV and Radio: Amount Allocated to Radio</b>	<b>Radio Only (100% Dedicated)</b>	<b>Total</b>
Corporate Management & Support	\$ 273317.00	\$ 0	\$ 273319.03425	\$ 223607.14575	\$ 0	\$
Development	\$ 216528.00	\$ 0	\$ 216535.432	\$ 160047.928	\$ 0	\$
Auction	\$ 0.00	\$ 0	\$ 0	\$ 0	\$ 0	\$
Underwriting	\$ 56954.00	\$ 0	\$ 56956.5828	\$ 101256.1472	\$ 0	\$
Programming	\$ 120578.00	\$ 0	\$ 120580.9385	\$ 98657.1315	\$ 0	\$
Production	\$ 236314.00	\$ 218880.5	\$ 17435.9729	\$ 29894.4071	\$ 0	\$
CD&D	\$ 256855.00	\$ 0	\$ 256860.219	\$ 210158.361	\$ 0	\$
Educational Services and Community Engagement	\$ 81792.00	\$ 0	\$ 81794.492	\$ 66922.178	\$ 0	\$
Customer/Relationship Management	\$ 162875.00	\$ 0	\$ 162878.7215	\$ 133264.4085	\$ 0	\$
Other Activities & Services	\$ 7205.00	\$ 0	\$ 7168.161	\$ 5864.859	\$ 0	\$
<b>Total Station Personnel Expenses</b>	\$	\$	\$	\$	\$	\$

**13.3 Total Combined Joint Licensee Station (Revenue and Expenses)**

Jump to question: [13.3](#)

	<b>TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)</b>	<b>TV Only (100% Dedicated)</b>	<b>Joint TV and Radio: Amount Allocated to TV</b>	<b>Joint TV and Radio: Amount Allocated to Radio</b>	<b>Radio Only (100% Dedicated)</b>	<b>Total</b>
Revenue	\$ 5,768,045	\$	\$	\$	\$	\$
Direct Expenses	\$ 2018574.00	\$	\$	\$	\$	\$
In-Kind Expenses	\$ 304,578	\$	\$	\$	\$	\$
Indirect Expenses	\$ 847,888	\$	\$	\$	\$	\$

<b>Total Station Personnel Expenses</b>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
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Depreciation	\$ <input type="text" value="106,324"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
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<b>Total Station Expenses (Including Depreciation)</b>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
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Comments

<b>Question</b>	<b>Comment</b>
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